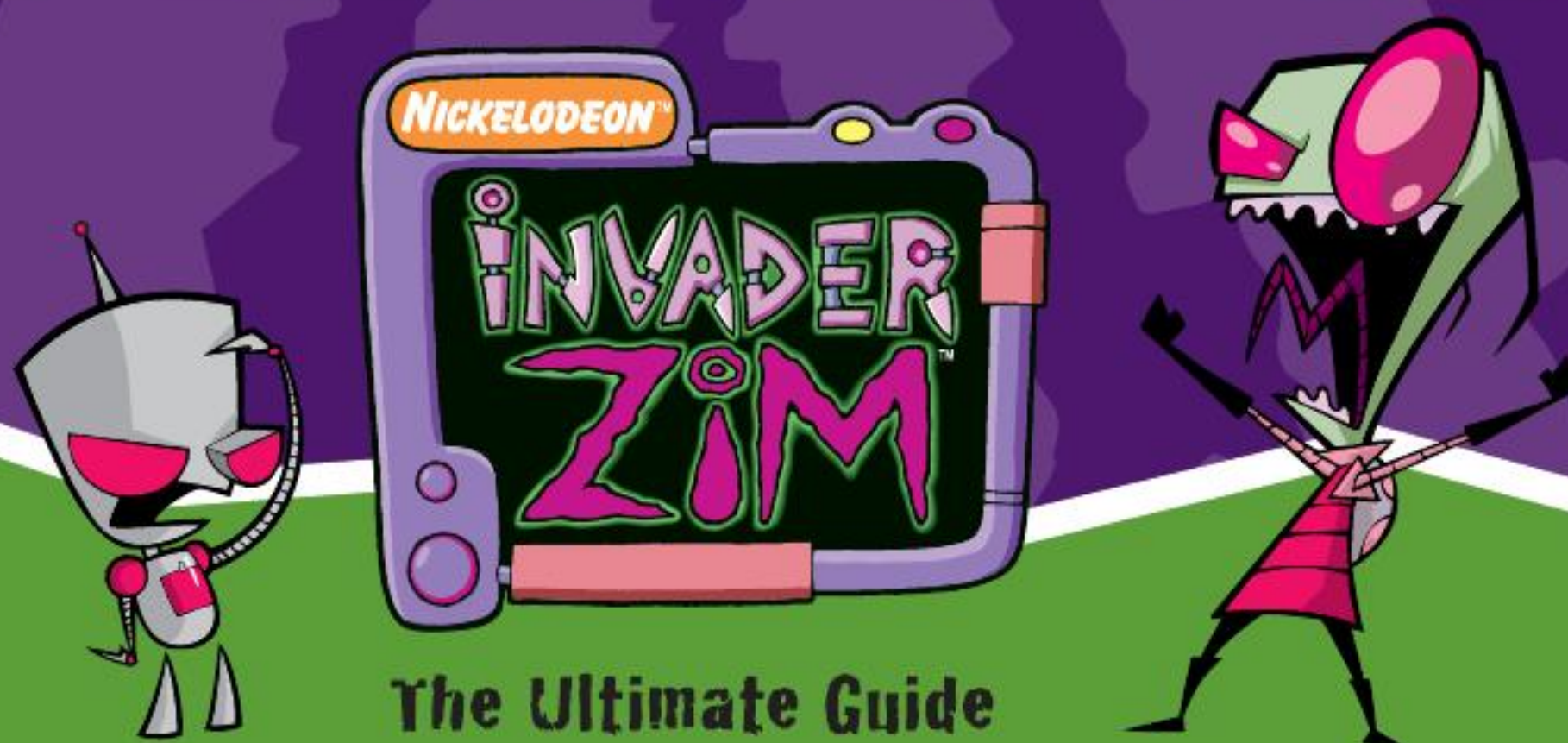


# OPERATION



# IMPENDING DOOM



The Ultimate Guide



3000 3000

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"Pitiful humans."





# THE NIGHTMARE BEGINS

Stand back ignorant Earth filth, or be prepared to... get really hurt. INVADER ZIM is on a mission from the planet IRK to infiltrate your weak masses in an attempt to assume control of Earth and its annoying inhabitants with minimal resistance.

Disguised as an earthling child, albeit one with a green complexion that he explains away as a "skin condition" (this same "condition" is also the reason he has no ears), ZIM has been sent by his leaders, THE ALMIGHTY TALLEST, on a mission of DOOM! He's come to Earth accompanied by GIR, his faithful, intelligence-gathering robot who's camouflaged in a little zippered dog suit to thwart ZIM's enemies! But alas, a wrench has been tossed into ZIM's devious plan. A wrench with a name: Dib, earth scum obsessed with the paranormal. This abhorrent creature is the only human recognizing ZIM as the potential threat that he is.

But Dib will NOT, I REPEAT, NOT, get in the way of the mission. If he tries, he will be destroyed... or really hurt. And Dib's sister, Gaz, doesn't really care even if ZIM IS an alien. She just wants to be left alone to play video games, eat junk food and NOT be annoyed by her brother's quest to reveal aliens.



"Doom  
doom  
da di  
doom  
doom  
doomie  
doom  
doom di  
doom"

6 months  
later...

doom  
da di  
doom  
doom  
doomie  
doom  
doom di  
da di  
doom  
doom  
da da  
doom..."





# zim

(as alien)

Among the shortest in a species where height determines one's standing in society, ZIM makes up for his lack of height with overwhelming displays of confidence, dedication and energy. Unfortunately, these positive traits are in service to a skewed world-view and a general refusal to recognize his limitations.

*"Invader blood marches through my veins like giant radioactive rubber ants."*

It would be a mistake to assume that ZIM is stupid. "Misguided" would be a more accurate adjective for him. Unfortunately, most of the intelligence he's getting is either from his defective information-retrieval robot GIR or from fellow schoolchildren, who have a different set of priorities and a more imaginative way of looking at the world. ZIM frequently makes baseless assumptions about Earth and its strange inhabitants, most of which are untrue, and all of which he accepts as absolute fact.

*"Be gone with you."*



IZ.ZIMa.014

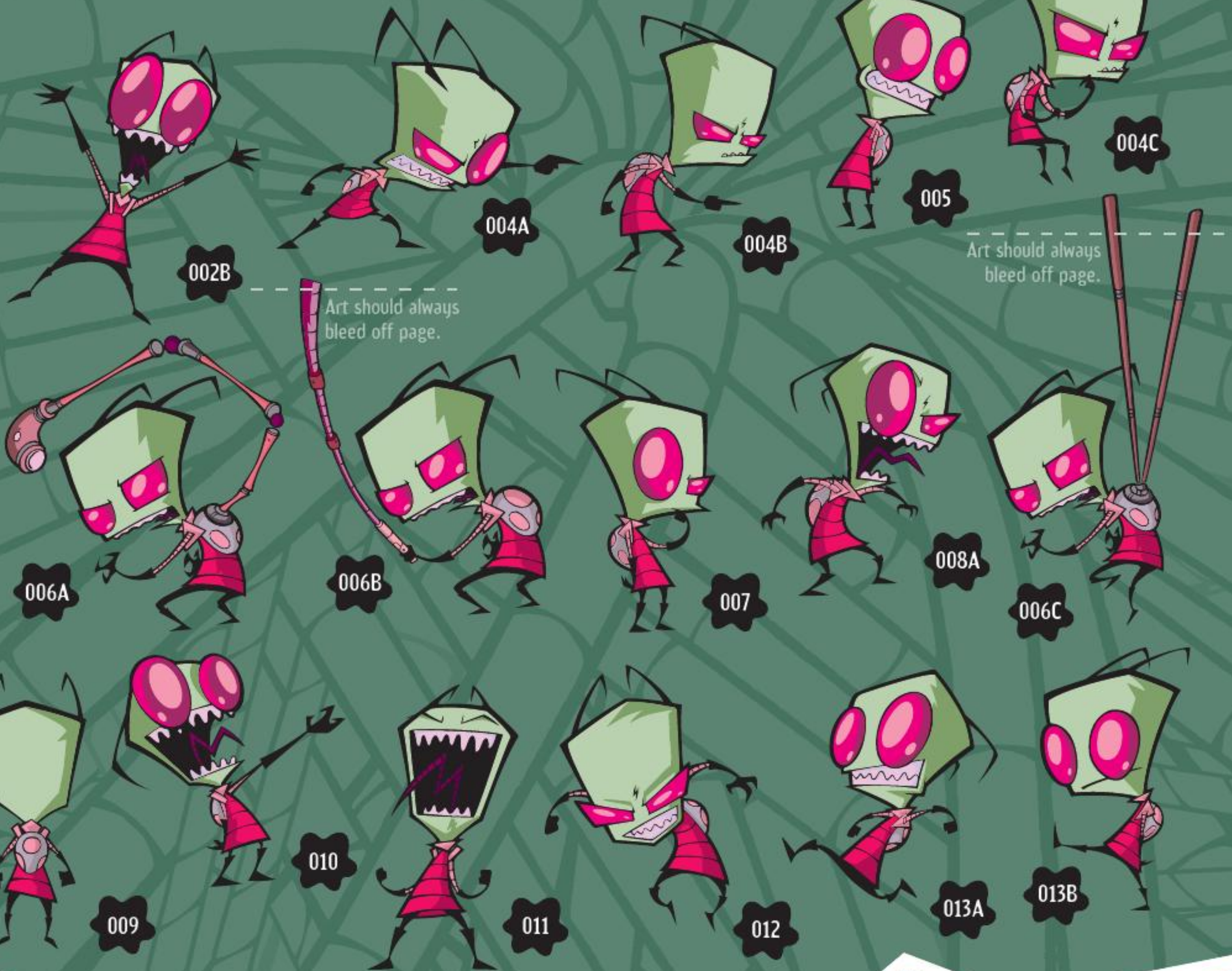


## ZIM FACTS:

- ZIM will never acknowledge his own shortcomings and will always try and play them off as some sort of secret strength.
- ZIM is more likely to try and think his way through a situation (however faulty that thinking may be) than to whip convenient gadgets out of his backpack to get himself out of trouble.
- If an opportunity to singlehandedly crush the human race arises, ZIM will take it.



IZ.ZIMa.001



"Finally, a robot slave of my own!"



ZIM frequently reports to the ALMIGHTY TALLEST, from whom an acknowledgement of any kind (whether real or imagined) will fill him with unimaginable INVADER'S pride. He lives to impress his leaders and peers, who meet his reports with indifference, mock interest or disgust.

*"The more we know  
the sooner we can  
conquer this spinning  
ball of filthy...dirt."*

ZIM's presence on Earth is not limited to his impersonation of a schoolchild. He also has a variety of different earth disguises. Wearing only a giant beard, he can seamlessly blend in as an old man. A disturbingly tiny old man. A disturbingly tiny, vomit-green old man.

*"I am a perfectly  
normal human worm  
baby."*

# zim

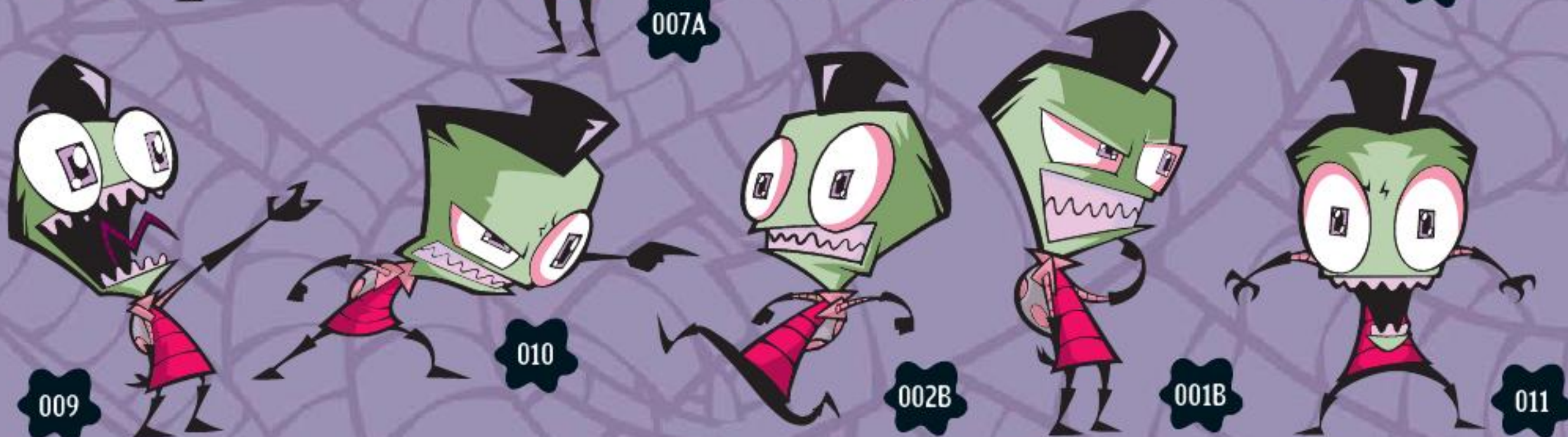
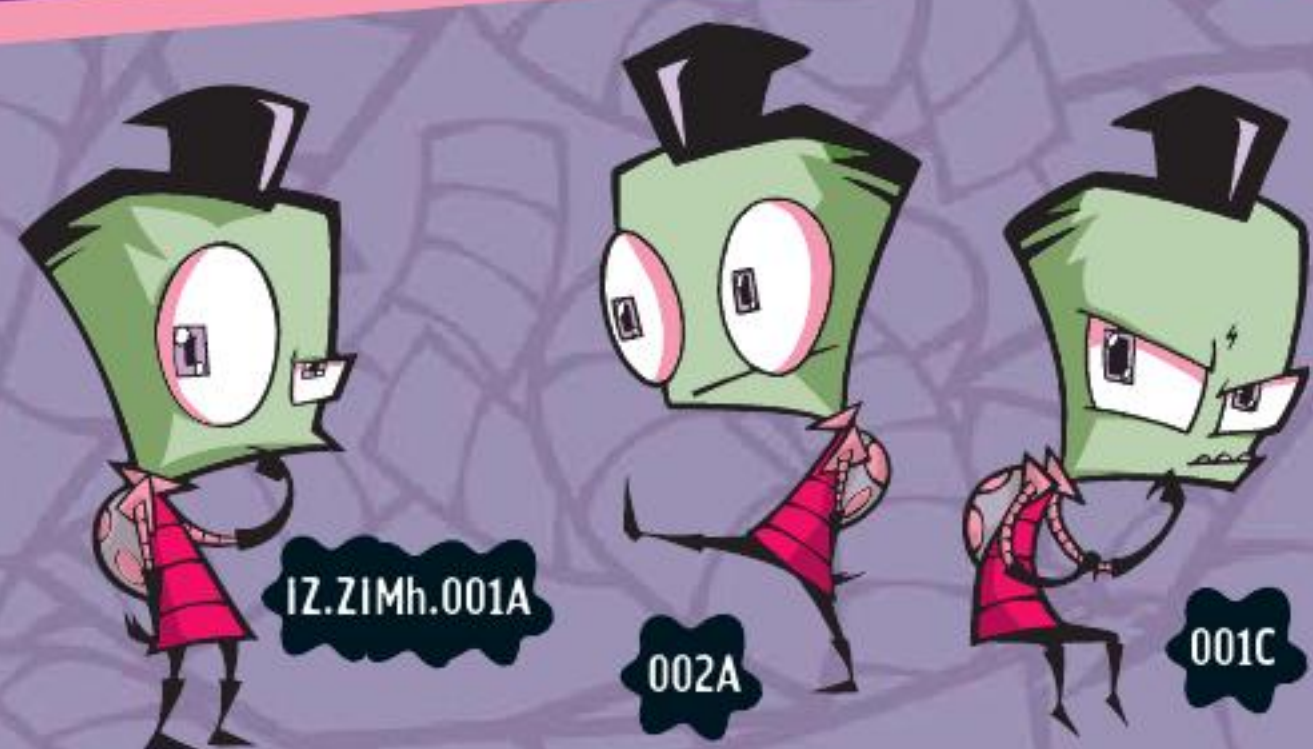
(AS HUMAN)



IZ.ZIMh.012



“Let us rain some DOOM down on the filthy heads of our enemies.”



### ZIM FACTS:

- ZIM and all IRKENS spell their names ALL IN CAPS, all the time.
- ZIM can never be without his "standard-issue back-mounted INVADER carrying shell" (a backpack to humans) - which enables him to breathe our air and understand our language.
- ZIM never sleeps. He's constantly recharged by the backpack plugged into his shoulders.
- ZIM NEVER comes into contact with human food without an obscene display of disgust or, if he is forced to ACTUALLY EAT any of the sickening gruel, allergic consequence. He survives on a Lik-M-Aid style IRKEN food. Except, of course, when he eats the "space version" of the same food like a "space sandwich."



# GIR

No one knows what the “G” in “GIR” stands for, but the rest is “INFORMATION RETRIEVAL,” and that is what GIR does (or is supposed to do). He’s ZIM’s intelligence gathering robot, standard issue for every INVADER.

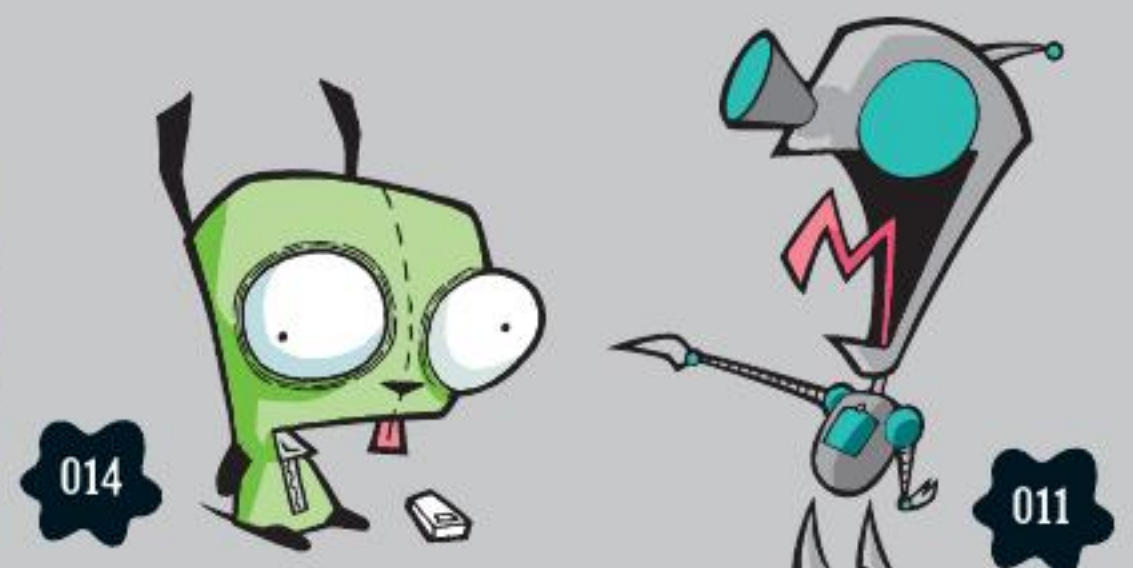
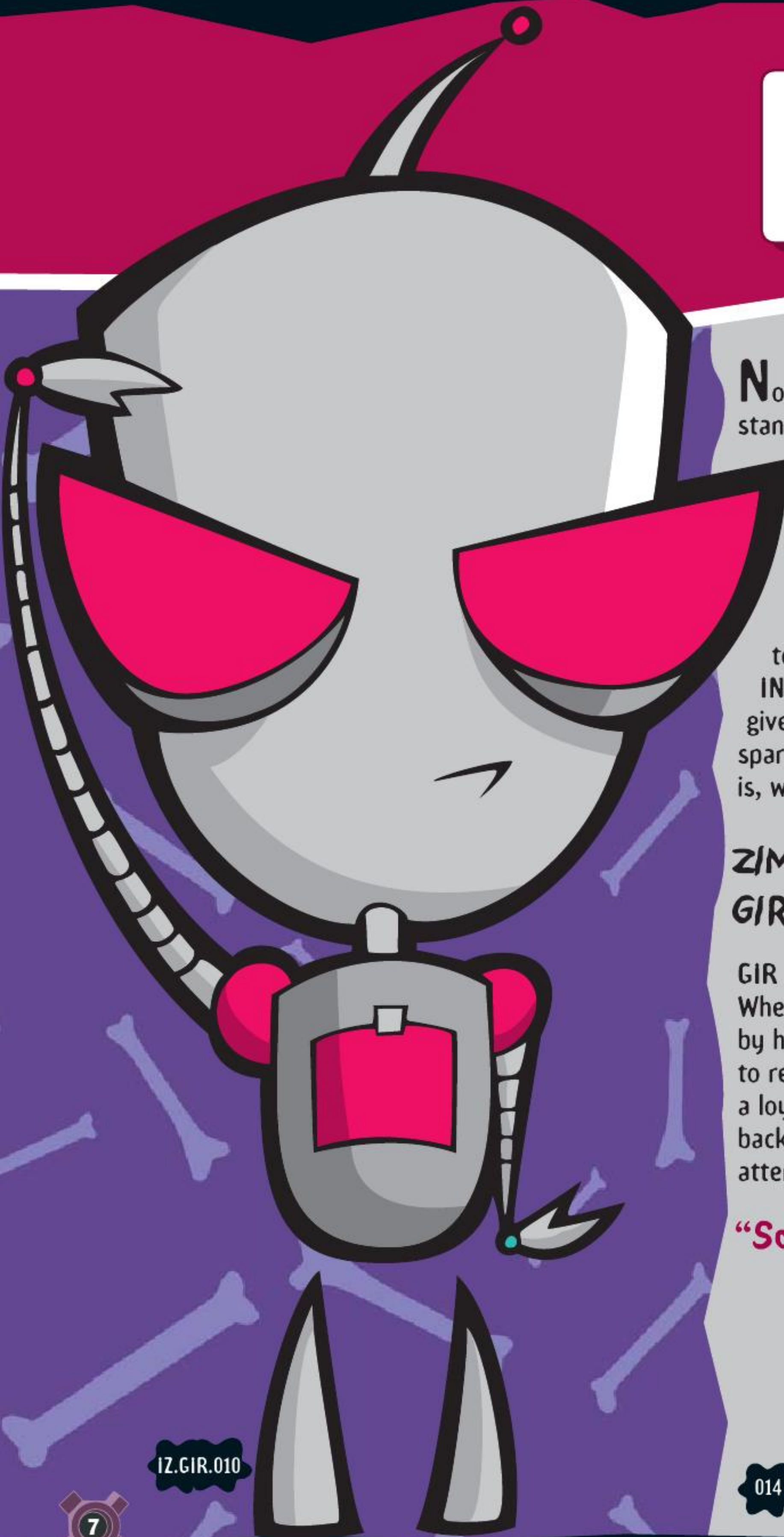
Except instead of the highly efficient, top of the line model issued to INVADERS in good standing, ZIM was given a quickly-cobbled-together-from-spare-parts robot, whose attention span is, well... a little deficient.

**ZIM:** “What’s the ‘G’ for?”

**GIR:** “I don’t know.”

GIR has two basic modes of behavior. When he’s addressed in a military manner by his master, his normally blue eyes shift to red and for a few brief moments, he is a loyal servant. But within moments, he’s back to his normal, blue eyed, short attention spanned, destructive self.

**“Somebody needs a hug.”**







IZ.GIR.001



002



003



004



005



006



007



013A



013B



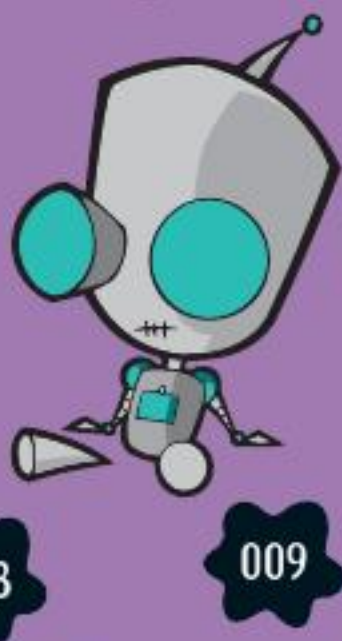
015A



015B



008



009



015C



015D



016



017



018A



018B



018C



012



019

This pose is available as a Photoshop document only.

## GIR FACTS:

- He doesn't have one iota of malice in him.
- He's obsessed with junk food and television.
- He has the attention span of a tse tse fly (very short).
- He is literally insane.
- When addressed in a military manner by ZIM, GIR salutes violently.





Like an elementary school Fox Mulder (with slightly more emotional range), Dib is intensely focused on all things paranormal and has little time for anything else.

*"I've got work to do. Fate of the world kind of work."*

Dib is the son of the one and only Professor Membrane, host of the enormously popular kids' show "POKING THE MEMBRANE OF SCIENCE." Unfortunately, Professor Membrane is often too busy to pay much attention to the child chattering behind him about space aliens and the yeti. The rest of the world just thinks he's crazy. Dib lives for the day his father - and the world - see him for the truthsayer that he is. While mostly content with his passion for delving into the spooky world of the unexplained, Dib's lack of credibility in others' eyes is a huge detriment in convincing the world about ZIM (or any other paranormal phenomenon for that matter).

ZIM's presence in Dib's life gives him a focused mission with multiple benefits. The Mission: Undermine ZIM's efforts at earth destruction by exposing him as the galactic scourge that he is. The Benefits: Dib gets to save the planet and be acknowledged for the amazing genius that he is.

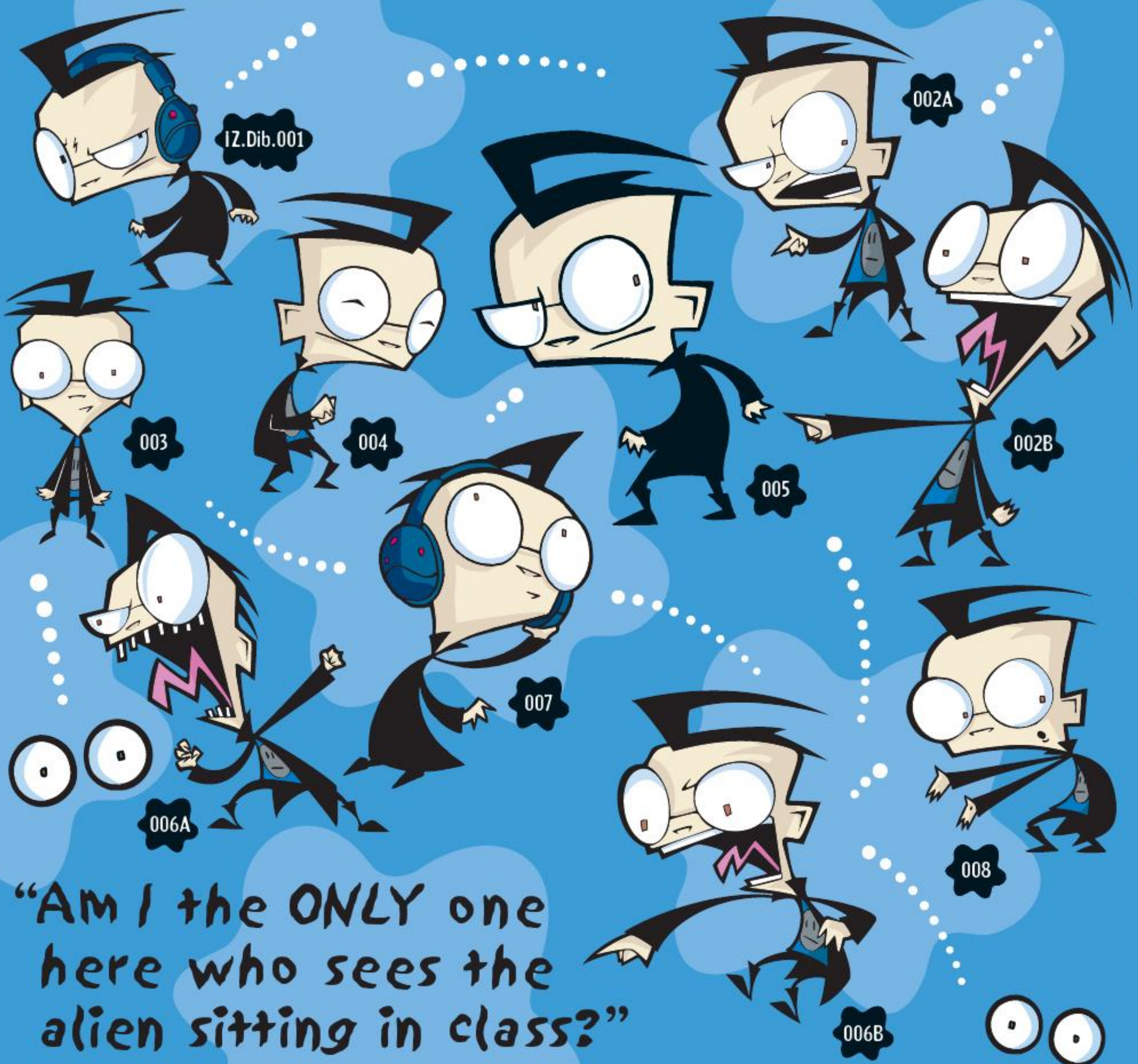
1Z.Dib.009

# DIB



### DIB FACTS:

- Dib is single-minded in purpose and not very mindful of whether or not anyone is interested in whatever he's rambling on about.
- Though his father is Professor Membrane, his last name is NOT Membrane. No one knows what it is.
- He's a compulsive watcher of the show "Mysterious Mysteries of Strange Mystery," a sightings-like show that focuses on bizarre goings-on in his strange universe.
- Dib is a junior member of the Swollen Eyeball Network, a super-secret organization.
- Ghosts, goblins and the overall supernatural are Dib's specialties.







#### GAZ FACTS:

- Gaz is not evil, nor is she a bad person.
- Well, maybe she is a LITTLE evil.
- Gaz loves junk food.
- Gaz is a compulsive player of video games.
- She is definitely the most creative of the bunch.

# GAZ

1Z.Gaz.005



Marked by an air of extreme pessimism, Gaz is by far the darkest of the characters. She will express doubt at or indifference to her big brother's ideas and plans at every turn. She doesn't deny the existence of the things he believes in; in fact, she is probably the most clearheaded of the characters. She simply does not care enough to do anything about it.

*"When you die,  
can I play?"*

Gaz is not nearly as bothered by her father's constant working as Dib is, finding solace in creative endeavors like drawing, writing and crafting meticulous revenge scenarios (when not engrossed in compulsive video game playing). While Dib is off trying to unveil mind-shattering things in order to impress Dad, Gaz might make him a creepy-looking clay monkey. Her dark nature shows itself in her artwork and in the disturbing stories she reads to her class.

She spends a great deal of her time avoiding unnecessary conversation with the rest of the world, which seems to be populated only by annoying freaks. Unfortunately, her brother is all about inviting weird distractions into his life, and thus hers. She is never amazed by the supernatural or fantastic, as anyone else might be. She just accepts it as another thing to be angry with.

*"Dib drank the last soda.  
He will pay."*



*"I either finish my game, or make  
you wish I was never born."*





# MS. BITTERS



"Go home now."

ZIM and Dib's bleak elementary school teacher. She delights in the crushing of anything resembling childhood joy. She feels like she could have been somebody special but instead, ended up in a job she really has no passion for.

"Open up your textbook and begin memorizing the copyright information. You will be quizzed on this."

The ancient and timeless Bitters doesn't follow the same laws of nature as anybody else. Slithering around corners, causing carefully rendered child's artwork to burst into flame, or walking, spider-like, across the ceiling are some of the many manifestations of her mysterious, never-explained but often pondered abilities.

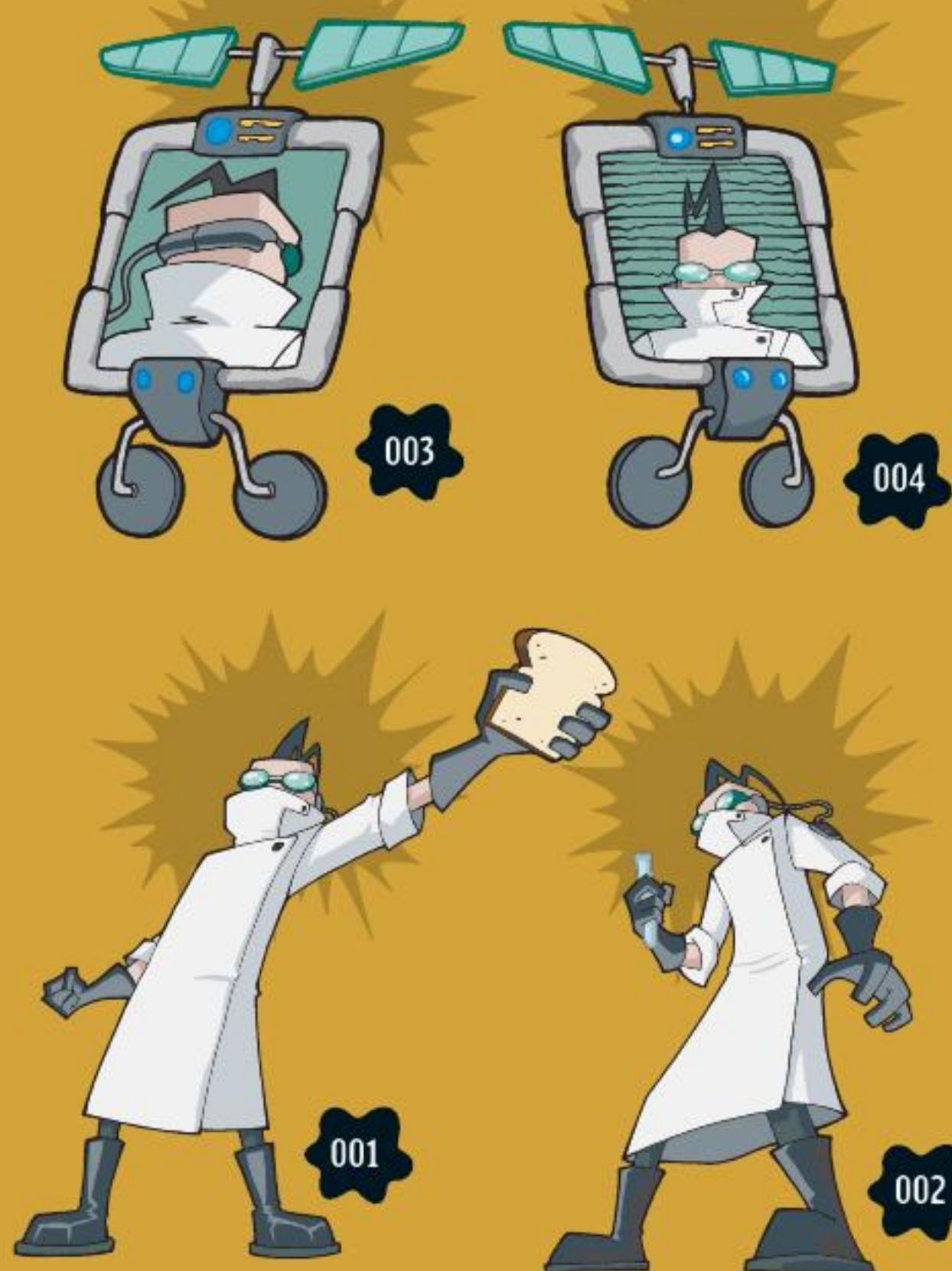
"I told you you'd amount to nothing... I was right."

1Z.Btrs.005



# PROFESSOR MEMBRANE

The world's most powerful, renowned and prolific scientific mind, host of the wildly popular TV show, "POKING THE MEMBRANE OF SCIENCE," and the father of Dib and Gaz. He is seemingly everywhere at once, on billboards, on television, etc., and yet, to his children, he is unattainable, appearing in their lives only as a hunched-over figure in a lab coat, or as a projected face on one of the floating monitors stationed around the house. He does, after all, bear the burden of being the most amazing man in existence! The guy's a good dad, but really busy, so these dislocated forms of parenthood are a necessary thing.





“אֵלֶּה הַמִּצְוֹת אֲשֶׁר צִוָּה יְיָ אֱלֹהֵינוּ לַעֲשׂוֹת  
לְפָנֵינוּ—לְעַלְמֵנוּ—לְעַד”







# THE ROBO-PARENTS

**D**esigned only to be seen from a distance (they look a lot like crash test dummies), the robo-parents exist to give the impression of a normal, fully-functioning family unit. It's not long before they have to be redesigned to account for things like parent teacher nights or to entertain unexpected guests. ZIM reengineers them so they can walk, but only in a jerky, Frankenstein's monster sort of way, and their vocabulary is limited to the few words and phrases that ZIM programs into them. They have a tendency to malfunction and fall apart at the most inconvenient times, making ZIM dread any situation where they may have to interact with any actual human beings.

## A FEW RULES:

- This is an alternate universe based loosely on the one we live in. All of the technology, architecture, etc. should have a futuristic spin to it.
- One liners are to be used sparingly.
- Never forget this is a Science Fiction show. Whenever possible bring in sci-fi and paranormal elements.
- Scary is good. Disturbing is great. Monkeys and pigs.



# GROUP POSES



1Z.Grp.001

This pose is available as a Photoshop document only.



1Z.Grp.002

This art is available as a Photoshop document only.



1Z.Grp.004



1Z.Grp.003



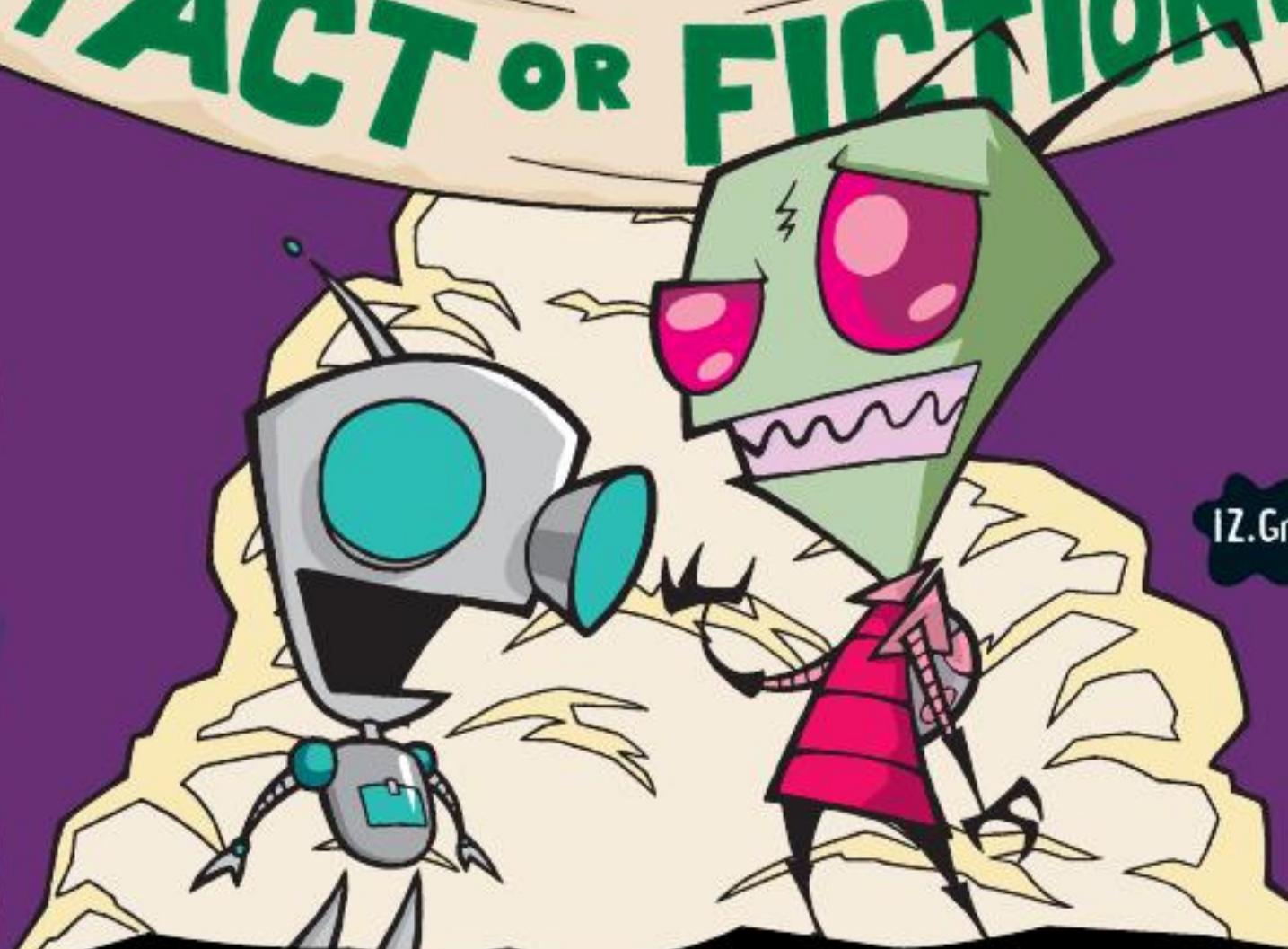
1Z.Grp.005

This art is available as a Photoshop document only.



1Z.Grp.006

## ALIEN LIFE: FACT OR FICTION?



1Z.Grp.007



# GRAPHIC ELEMENTS



IZ.IrkenIcon.002

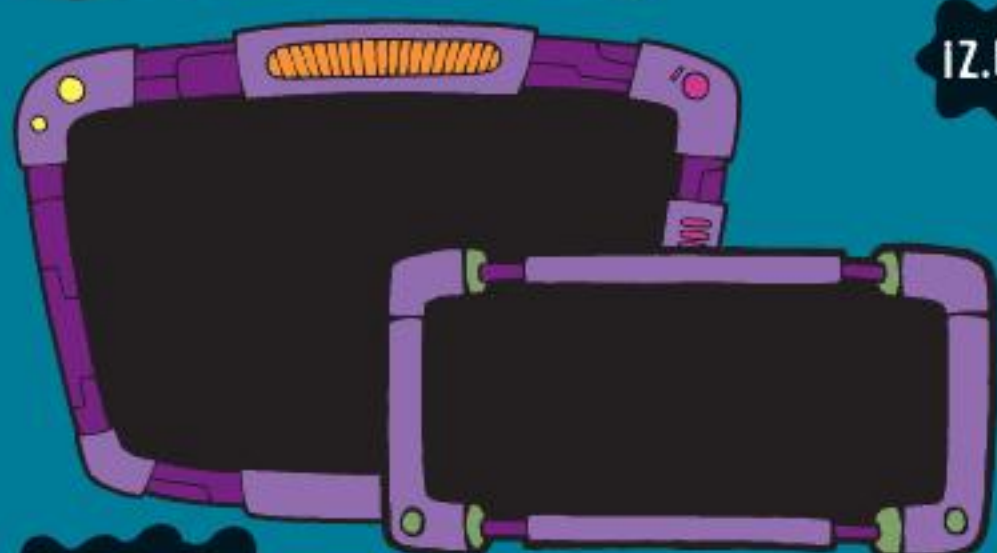


IZ.IrkenIcon.001

IMPENDING DOOM II – This logo is on propaganda related to ZIM's latest Impending Doom mission (he failed miserably at IMPENDING DOOM I) – flags, uniforms and the like.

IRKEN LOGO – This exquisite shape can be found on the uniforms of THE ALMIGHTY TALLEST and other things IRKEN. That's where it should stay. On IRKEN stuff. In any color that works with your design.

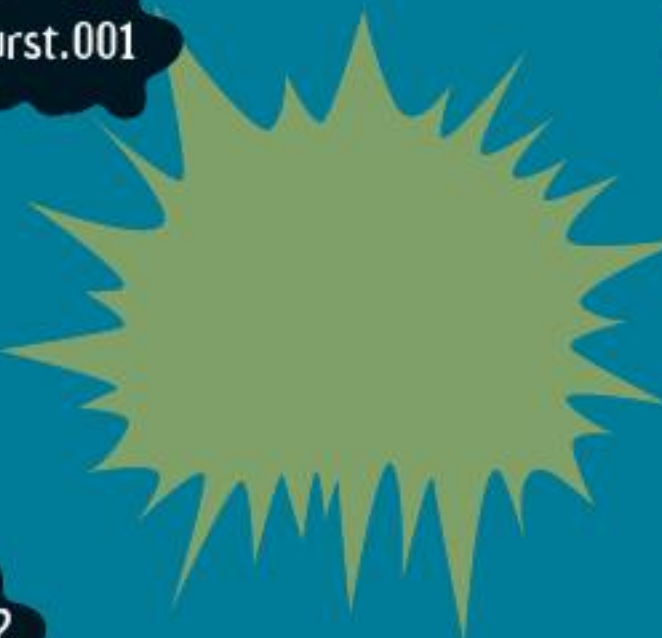
## FRAMES, BURSTS, BOLT AND EYEBALLS



IZ.frame.001

IZ.frame.002

IZ.burst.001



IZ.eyeballs



IZ.burst.002



IZ.bolt



# CHARACTER

ZIM  
AS ALIEN



	Skin PMS 577 C-20 M-0 Y-30 K-10		Backpack PMS 5225 C-10 M-20 Y-0 K-20
	Skin shadow PMS 576 C-35 M-0 Y-60 K-30		Backpack shadow PMS 5215 C-40 M-40 Y-30 K-0
	Antennae, gloves, legs, boots & inside mouth PMS Black C-0 M-0 Y-0 K-100		Shirt PMS 206 C-0 M-100 Y-40 K-0
	Eyes PMS 214 C-0 M-100 Y-10 K-0		Shirt shadow PMS 207 C-10 M-100 Y-40 K-20
	Eye shadow PMS 215 C-40 M-100 Y-40 K-0		Tongue PMS 228 C-20 M-100 Y-0 K-40
	Eye highlight, collar, shoulders, backpack circles & arms PMS 197 C-0 M-50 Y-10 K-0		Tongue shadow PMS 229 C-35 M-100 Y-0 K-50
	Collar shadow, shoulder shadow, backpack circle shadow & arms shadow PMS 493 C-5 M-55 Y-20 K-10		Teeth PMS 517 C-5 M-25 Y-0 K-0
			Teeth shadow PMS 523 C-15 M-25 Y-0 K-0

"I will annihilate  
you down to your  
every last cell!"



# CALL-OUTS

ZIM  
AS HUMAN



Skin  
PMS 577  
C-20 M-0 Y-30 K-10



Skin shadow  
PMS 576  
C-35 M-0 Y-60 K-30



Pupil, hair, gloves,  
legs, boots &  
inside mouth  
PMS Black  
C-0 M-0 Y-0 K-100



Teeth  
PMS 517  
C-5 M-25 Y-0 K-0



Hair highlight &  
teeth shadow  
PMS 523  
C-15 M-25 Y-0 K-0



Iris  
PMS 529  
C-20 M-40 Y-0 K-0



Iris highlight & eyes  
White  
C-0 M-0 Y-0 K-0



Eye shadow, collar,  
shoulders, backpack  
circles & arms  
PMS 197  
C-0 M-50 Y-10 K-0



Collar shadow, shoulder shadow,  
backpack circle shadow  
& arms shadow  
PMS 493  
C-5 M-55 Y-20 K-10



Backpack  
PMS 5225  
C-10 M-20 Y-0 K-20



Backpack shadow  
PMS 5215  
C-40 M-40 Y-30 K-0



Shirt  
PMS 206  
C-0 M-100 Y-40 K-0



Shirt shadow  
PMS 207  
C-10 M-100 Y-40 K-20



Tongue  
PMS 228  
C-20 M-100 Y-0 K-40



Tongue shadow  
PMS 229  
C-35 M-100 Y-0 K-50

“Idiotic human!”





\*All blue portions on GIR turn red when he is saluting.



Eyes, shoulders, chest panel & back patch  
PMS 208  
C-0 M-100 Y-40 K-0



Eyes, shoulders, chest panel & back patch shadow  
PMS 207  
C-10 M-100 Y-40 K-20

GIR  
AS ROBOT



GIR  
IN DOG  
SUIT



DIB



GAZ



MS.  
BITTERS



PROFESSOR  
MEMBRANE



Head, antennae, arms, legs & chest tab  
PMS Cool Gray 4  
C-0 M-0 Y-0 K-25

Head shadow, antennae shadow, arm shadow, leg shadow & chest tab shadow, torso & eye cylinder  
PMS Cool Gray 0  
C-0 M-0 Y-0 K-40

Eye cylinder shadow & torso shadow  
PMS Cool Gray 9  
C-0 M-0 Y-0 K-60

Body and torso highlight  
White  
C-0 M-0 Y-0 K-0

Eyes, shoulders, chest panel, wrist balls, antennae ball & back patch  
PMS 3282  
C-70 M-0 Y-35 K-0

Shoulder shadow, chest panel shadow & back patch shadow  
PMS 322  
C-100 M-0 Y-35 K-40

Shoulder highlight, chest panel highlight & back patch highlight  
PMS 565  
C-20 M-0 Y-10 K-0

Tongue  
PMS 709  
C-0 M-60 Y-25 K-0

Tongue shadow  
PMS 710  
C-0 M-85 Y-35 K-0

Inside mouth  
PMS Black  
C-0 M-0 Y-0 K-100

Suit  
PMS 367  
C-30 M-0 Y-50 K-0

Suit shadow  
PMS 378  
C-60 M-0 Y-100 K-0

Eyes  
White  
C-0 M-0 Y-0 K-0

Eye shadow  
PMS 5523  
C-20 M-0 Y-5 K-5

Zipper  
PMS 5685  
C-5 M-0 Y-5 K-15

Zipper shadow  
PMS 5645  
C-10 M-0 Y-10 K-25

Tongue  
PMS 709  
C-0 M-60 Y-25 K-0

Tongue shadow  
PMS 710  
C-0 M-85 Y-35 K-0

Inside mouth, ears, arms, tail & legs  
PMS Black  
C-0 M-0 Y-0 K-100

Collar  
PMS 675  
C-15 M-100 Y-0 K-10

Collar shadow  
PMS 235  
C-5 M-100 Y-0 K-40

Leash  
PMS 364  
C-70 M-0 Y-100 K-40

Leash shadow  
PMS 371  
C-45 M-0 Y-100 K-80

Gasp on leash  
PMS 2002  
C-70 M-100 Y-0 K-00

Skin  
PMS 614  
C-0 M-3 Y-15 K-3

Skin shadow  
PMS 467  
C-5 M-10 Y-20 K-5

Eyeglasses & teeth  
White  
C-0 M-0 Y-0 K-0

Eyeglasses shadow & teeth shadow  
PMS 642  
C-20 M-5 Y-0 K-0

Pupils  
PMS 730  
C-20 M-55 Y-60 K-10

Shirt  
PMS 3015  
C-100 M-40 Y-0 K-0

Shirt shadow  
PMS 3025  
C-100 M-0 Y-0 K-50

Shirt graphic & inside jacket  
PMS 443  
C-10 M-0 Y-0 K-50

Shirt graphic shadow  
PMS 444  
C-15 M-0 Y-0 K-60

Tongue  
PMS 673  
C-10 M-50 Y-0 K-0

Tongue shadow  
PMS 674  
C-10 M-85 Y-0 K-0

Inside mouth, boots, legs, hair, jacket & shirt graphic face  
PMS Black  
C-0 M-0 Y-0 K-100

Skin  
PMS 482  
C-0 M-5 Y-5 K-3

Skin shadow  
PMS 480  
C-0 M-25 Y-25 K-20

Eyes, eyebrows, shoes, hair shadow & dress  
PMS Black  
C-0 M-0 Y-0 K-100

Legs  
PMS 675  
C-15 M-100 Y-0 K-10

Legs shadow & hair color  
PMS 2602  
C-70 M-100 Y-0 K-0

Necklace  
PMS 434  
C-5 M-10 Y-0 K-15

Necklace shadow  
PMS 435  
C-10 M-15 Y-15 K-0

Arms  
PMS Cool Gray 8  
C-0 M-0 Y-0 K-60

Arms shadow  
PMS Cool Gray 9  
C-0 M-0 Y-0 K-70

Teeth  
White  
C-0 M-0 Y-0 K-0

Teeth shadow  
PMS 642  
C-20 M-5 Y-0 K-0

Tongue  
PMS 673  
C-10 M-50 Y-0 K-0

Tongue shadow  
PMS 674  
C-10 M-85 Y-0 K-0

Video game  
PMS 032  
C-0 M-85 Y-85 K-0

Video game shadow  
PMS 201  
C-0 M-100 Y-85 K-25

Skin  
PMS 607  
C-3 M-0 Y-30 K-0

Skin shadow  
PMS 616  
C-0 M-0 Y-40 K-10

Eyeglass highlight  
White  
C-0 M-0 Y-0 K-0

Eyeglasses  
PMS 630  
C-30 M-0 Y-3 K-0

Eyeglass shadow  
PMS 638  
C-80 M-5 Y-15 K-0

Hair & buttons  
PMS 640  
C-10 M-5 Y-0 K-3

Hair highlight  
PMS Cool gray 3  
C-0 M-0 Y-0 K-15

Hair shadow  
PMS 544  
C-40 M-5 Y-0 K-0

Tongue  
PMS 1915  
C-0 M-70 Y-0 K-0

Tongue shadow  
PMS 1925  
C-0 M-90 Y-50 K-0

Inside mouth, dress, legs, ponytail holder & boots  
PMS Black  
C-0 M-0 Y-0 K-100

Teeth  
PMS 466  
C-20 M-20 Y-40 K-0

Teeth shadow  
PMS 465  
C-30 M-30 Y-50 K-0

Skin  
PMS 4685  
C-0 M-10 Y-10 K-10

Skin shadow  
PMS 4685  
C-20 M-30 Y-30 K-0

Eyeglasses  
PMS 564  
C-25 M-0 Y-15 K-10

Eyeglass shadow  
PMS 563  
C-60 M-0 Y-35 K-0

Eyeglass highlight  
PMS 566  
C-10 M-0 Y-3 K-0

Eyeglass rim  
PMS 562  
C-100 M-0 Y-50 K-40

Jacket  
PMS Cool Gray 1  
C-0 M-0 Y-0 K-5

Jacket shadow & noseband  
PMS 5455  
C-3 M-0 Y-0 K-20

Headband shadow, boot sole shadow, leg shadow & glove shadow, arm gadget, boots, jacket buttons & hair  
PMS 432  
C-25 M-0 Y-0 K-80

Buttons on arm gadget  
PMS Purple C  
C-35 M-85 Y-0 K-0

Hair shadow & boot shadow  
PMS Black 7  
C-0 M-0 Y-0 K-85

Boot highlight, noseband shadow, side of arm gadget, gadget cord, gloves, inside jacket, inside cuffs & headband  
PMS 431  
C-10 M-0 Y-0 K-50

Legs & boot soles  
PMS Warm Gray 11  
C-80 M-65 Y-65 K-0





TALLEST  
PURPLE



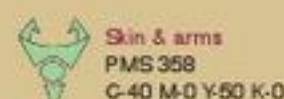
TALLEST  
RED



ROBO  
MOM



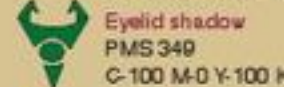
ROBO  
DAD



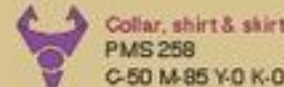
Skin & arms  
PMS 358  
C-40 M-0 Y-50 K-0



Skin shadow, arm  
shadow & eyelids  
PMS 360  
C-70 M-0 Y-100 K-0



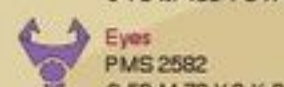
Eyelid shadow  
PMS 349  
C-100 M-0 Y-100 K-40



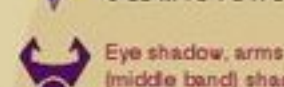
Collar, shirt & skirt  
PMS 258  
C-50 M-85 Y-0 K-0



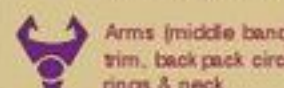
Collar shadow, shirt  
shadow & skirt shadow  
PMS 259  
C-70 M-100 Y-0 K-0



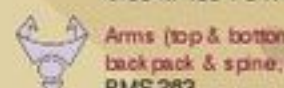
Eyes  
PMS 2582  
C-50 M-70 Y-0 K-0



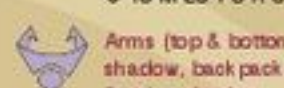
Eye shadow, arms  
(middle band) shadow, clothing  
trim shadow, back pack circle  
shadow, spine rings shadow  
& neck shadow  
PMS 2612  
C-60 M-100 Y-0 K-40



Arms (middle band), clothing  
trim, back pack circles, spine  
rings & neck  
PMS 2502  
C-60 M-100 Y-0 K-10



Arms (top & bottom band),  
back pack & spine, eye highlight  
PMS 263  
C-15 M-20 Y-0 K-0



Arms (top & bottom band)  
shadow, back pack shadow  
& spine shadow  
PMS 264  
C-25 M-30 Y-0 K-3



Underside of arms  
PMS 2622  
C-70 M-95 Y-0 K-25



Underside of arm shadow  
PMS 518  
C-85 M-95 Y-70 K-0



Feet  
PMS 425  
C-0 M-0 Y-0 K-80



Feet shadow, fingers,  
inside mouth & antennae  
PMS Black  
C-0 M-0 Y-0 K-100



Teeth  
PMS 517  
C-5 M-25 Y-0 K-0



Teeth shadow  
PMS 523  
C-15 M-25 Y-0 K-0



Skin & arms  
PMS 363  
C-40 M-0 Y-50 K-15



Skin shadow, arm  
shadow & eyelids  
PMS 364  
C-60 M-0 Y-70 K-35



Eyelid shadow  
PMS 349  
C-100 M-0 Y-100 K-40



Collar, shirt & skirt  
PMS 200  
C-0 M-100 Y-50 K-20



Collar shadow, shirt  
shadow, skirt shadow  
& eye shadow  
PMS 201  
C-10 M-100 Y-60 K-30



Eyes  
PMS 032  
C-0 M-80 Y-75 K-0



Eye highlight  
PMS 196  
C-0 M-25 Y-5 K-0



Arms (top & bottom bands),  
back pack & spine  
PMS 435  
C-3 M-10 Y-0 K-20



Arms (top & bottom band)  
shadow, back pack shadow  
& spine shadow  
PMS 437  
C-0 M-10 Y-0 K-50



Arms (middle band), clothing  
trim, back pack circles, spine  
rings & neck  
PMS 448  
C-30 M-0 Y-0 K-90



Arms (middle band) shadow,  
clothing trim shadow, back pack  
circles shadow, spine  
ring shadow & neck shadow  
PMS 426  
C-35 M-0 Y-0 K-95



Feet  
PMS 425  
C-0 M-0 Y-0 K-80



Underside of arms  
PMS 200  
C-0 M-85 Y-35 K-50



Underside of arm  
shadow  
PMS 229  
C-0 M-90 Y-15 K-65



Feet shadow, fingers,  
inside mouth &  
antennae  
PMS Black  
C-0 M-0 Y-0 K-100



Teeth  
PMS 517  
C-5 M-25 Y-0 K-0



Teeth shadow  
PMS 523  
C-15 M-25 Y-0 K-0



Skin  
PMS 489  
C-0 M-10 Y-10 K-0



Skin shadow  
PMS 485  
C-20 M-30 Y-30 K-0



Pupil  
PMS 1305  
C-0 M-50 Y-85 K-35



Eyes  
White  
C-0 M-0 Y-0 K-0



Eye shadow  
PMS 538  
C-10 M-5 Y-3 K-5



Cuffs  
PMS 551  
C-50 M-15 Y-5 K-0



Cuff shadow  
PMS 549  
C-50 M-0 Y-0 K-30



Gloves  
PMS 123  
C-0 M-15 Y-100 K-0



Gloves shadow  
PMS 124  
C-0 M-25 Y-100 K-0



Overalls  
PMS 640  
C-100 M-10 Y-0 K-10



Overalls shadow  
PMS 641  
C-100 M-20 Y-0 K-20



Inside mouth,  
eyelashes, shirt  
stitching & buttons  
on overalls  
PMS Black  
C-0 M-0 Y-0 K-100



Hair  
PMS 3015  
C-100 M-35 Y-0 K-20



Hair shadow  
PMS 301  
C-100 M-35 Y-0 K-40



Shirt  
PMS 515  
C-25 M-50 Y-0 K-5



Shirt shadow  
PMS 514  
C-25 M-60 Y-0 K-5



Top of skirt  
PMS 218  
C-0 M-60 Y-0 K-0



Underside of skirt  
PMS 219  
C-0 M-100 Y-0 K-0



1st & 3rd rung of spine  
PMS Cool Gray 7  
C-0 M-0 Y-0 K-50



1st & 3rd rung of  
spine shadow  
PMS Cool Gray 8  
C-0 M-0 Y-0 K-60



2nd & 4th rung of spine,  
wheel posts, neck &  
stitches  
PMS Cool Gray 4  
C-0 M-0 Y-0 K-25



2nd & 4th rung of  
spine shadow, wheel  
post shadow, neck shadow  
& stitches shadow  
PMS Cool Gray 5  
C-0 M-0 Y-0 K-35



Wheels  
PMS Black 7  
C-0 M-0 Y-0 K-85



Teeth  
PMS 517  
C-5 M-25 Y-0 K-0



Teeth shadow  
PMS 523  
C-15 M-25 Y-0 K-0



Tongue  
PMS 673  
C-10 M-50 Y-0 K-0



Tongue shadow  
PMS 674  
C-10 M-65 Y-0 K-0



Skin  
PMS 489  
C-0 M-10 Y-10 K-0



Skin shadow & nose  
PMS 485  
C-20 M-30 Y-30 K-0



Eyes  
White  
C-0 M-0 Y-0 K-0



Eye shadow  
PMS 277  
C-30 M-15 Y-0 K-0



Pupils  
PMS 1405  
C-0 M-40 Y-100 K-65



Pants  
PMS 695  
C-10 M-60 Y-35 K-25



Pants shadow  
PMS 696  
C-30 M-70 Y-50 K-30



Pipe  
PMS 730  
C-0 M-60 Y-100 K-40



Pipe shadow  
PMS 731  
C-0 M-60 Y-100 K-50



Vest  
PMS 270  
C-35 M-35 Y-0 K-0



Vest shadow  
PMS 272  
C-60 M-50 Y-0 K-0



Shirt & shirt collar  
PMS 666  
C-30 M-30 Y-0 K-3



Shirt shadow & shirt  
collar shadow  
PMS 667  
C-30 M-40 Y-0 K-25



Tongue  
PMS 673  
C-10 M-50 Y-0 K-0



Tongue shadow  
PMS 674  
C-10 M-65 Y-0 K-0



Neck, hands, wheel  
posts, stitches & spine  
PMS Cool Gray 4  
C-0 M-0 Y-0 K-25



Neck shadow, hand  
shadow, stitches shadow  
& spine shadow  
PMS Cool Gray 7  
C-0 M-0 Y-0 K-50



Wheel  
PMS Black 7  
C-0 M-0 Y-0 K-85



Inside mouth & hair  
PMS Black  
C-0 M-0 Y-0 K-100



Shoes  
PMS 725  
C-60 M-90 Y-100 K-0



Shoe shadow  
PMS 732  
C-60 M-100 Y-100 K-30



Teeth  
PMS 517  
C-5 M-25 Y-0 K-0



Teeth shadow  
PMS 523  
C-15 M-25 Y-0 K-0



# LIMITED COLOR PALLETTE

ZIM  
AS HUMAN



ZIM  
AS ALIEN



GIR  
AS ROBOT



Skin  
PMS 577



Pupils, hair, gloves,  
legs, boots &  
inside mouth  
PMS Black



Teeth  
PMS 517



Iris, hair highlight  
& backpack  
PMS 529



Iris highlight & eyes  
White



Eye shadow, collar,  
shoulders, backpack  
circles & arms  
PMS 197



Shirt  
PMS 206



Tongue  
PMS 228



Skin  
PMS 577



Antennae, gloves,  
legs, boots &  
inside mouth  
PMS Black



Eyes, shirt  
PMS 206



Eye highlight, collar,  
shoulders, backpack  
circles & arms  
PMS 197



Backpack  
PMS 529



Tongue  
PMS 228



Teeth  
PMS 517



Head, antennae, torso,  
arms, legs & chest tab  
PMS Cool Gray 4



Head, torso & leg  
highlights  
White



Inside mouth  
PMS Black



Tongue  
PMS 197



Eyes, shoulders, chest  
panel, wrist balls, antennae ball  
& back patch  
PMS 3262



All parts colored pms 3262  
go red pms 206 when he is  
saluting.  
PMS 206



GIR  
IN DOG  
SUIT



DIB



GAZ



Suit  
PMS 367



Inside mouth, ears,  
arms, tail & legs  
PMS Black



Zipper  
PMS Cool Gray 4



Tongue  
PMS 197



Eyes  
White



Skin  
PMS 614



Inside mouth, boots,  
legs, hair, jacket &  
shirt graphic detail, pupils  
PMS Black



Eyeglasses &  
teeth  
White



Shirt  
PMS 3015



Shirt graphic & inside  
jacket  
PMS 443



Tongue  
PMS 673



Skin  
PMS 614



Eyes, eyebrows, shoes,  
hair shadow & dress  
PMS Black



Legs  
PMS 675



Hair  
PMS 2602



Necklace  
PMS 529



Arms  
PMS 443



Tongue  
PMS 673



Teeth  
White





1Z.BG.005  
PLAYGROUND

# BACKGROUND SCENES



1Z.BG.001  
ZIM'S HOUSE



1Z.BG.004  
SKOOL MORNING

1Z.BG.006  
MS. BITTERS' DESK







1Z.BG.010  
MCMEATIES

1Z.BG.002  
ZIM'S LIVINGROOM



1Z.BG.003  
ZIM'S BATHROOM

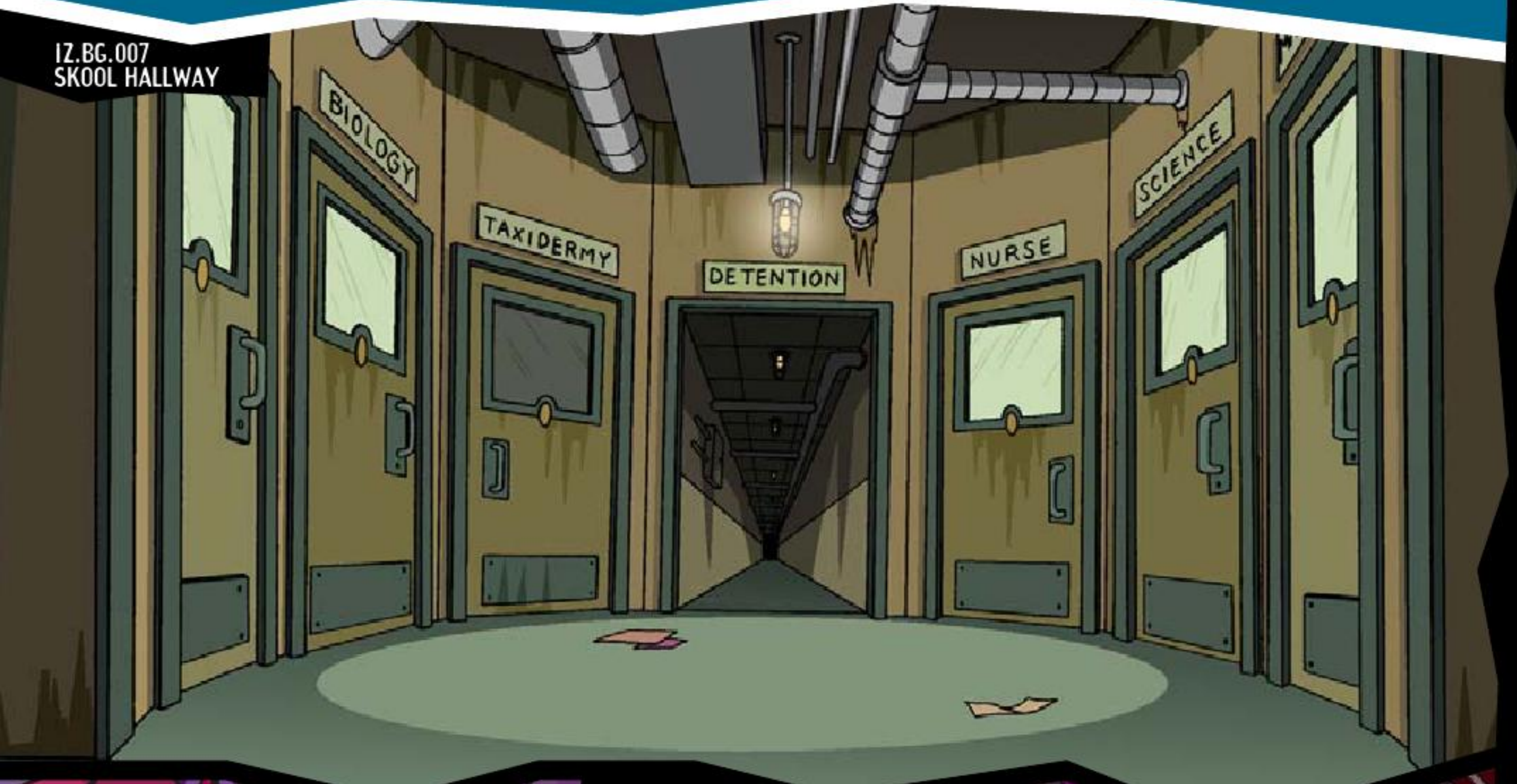
1Z.BG.009  
STREET





# MORE BACKGROUNDS

1Z.BG.007  
SKOOL HALLWAY



1Z.BG.011  
WEB OF HOSES



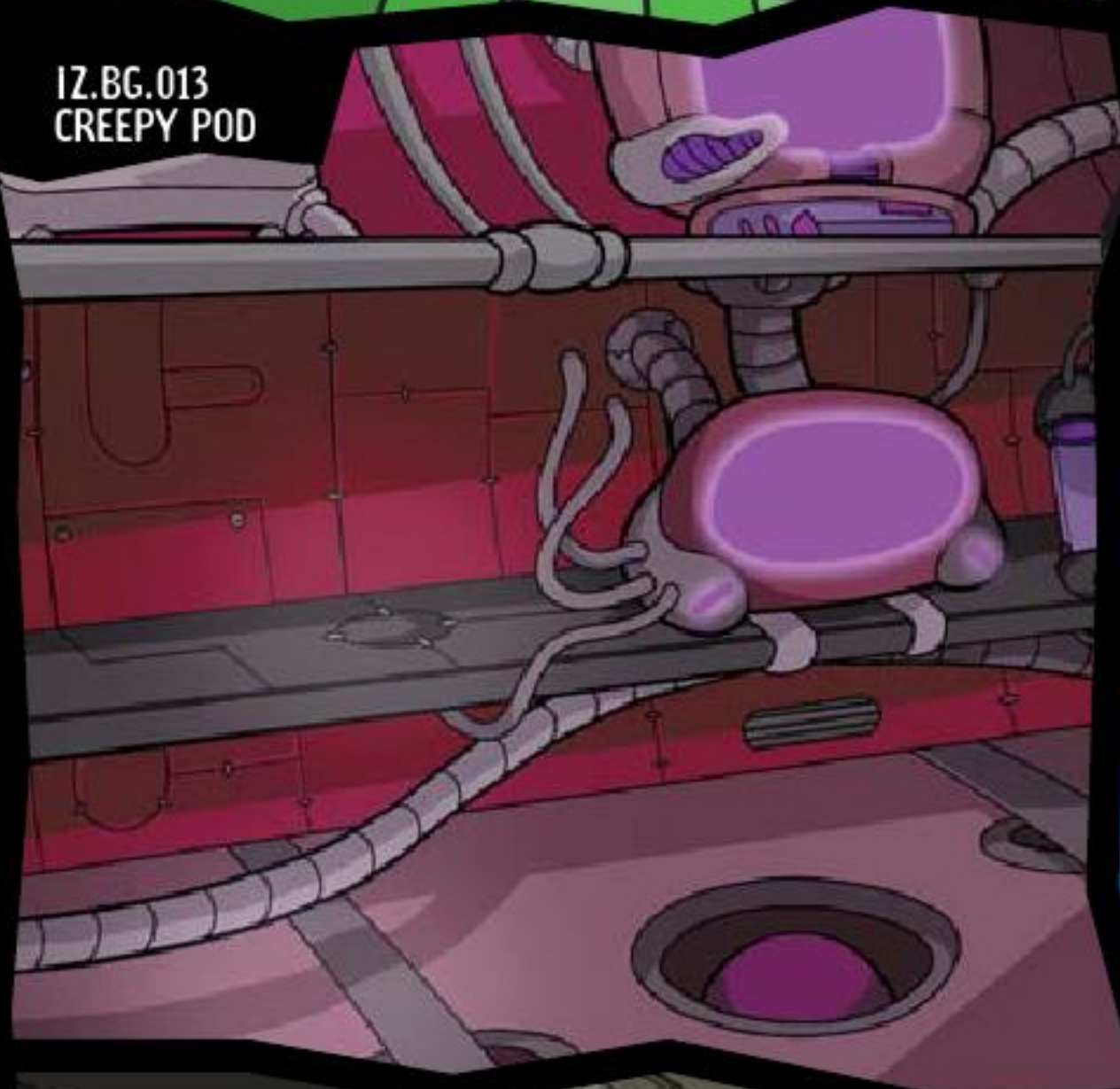
1Z.BG.012  
LOTS OF LABS



IZ.BG.014  
GREEN WARP



IZ.BG.013  
CREEPY POD



IZ.BG.016  
EARTH WITH SPACE



IZ.BG.015  
LOTS OF HOSES

IZ.BG.017  
CLOUDS



IZ.BG.008  
CAFETERIA





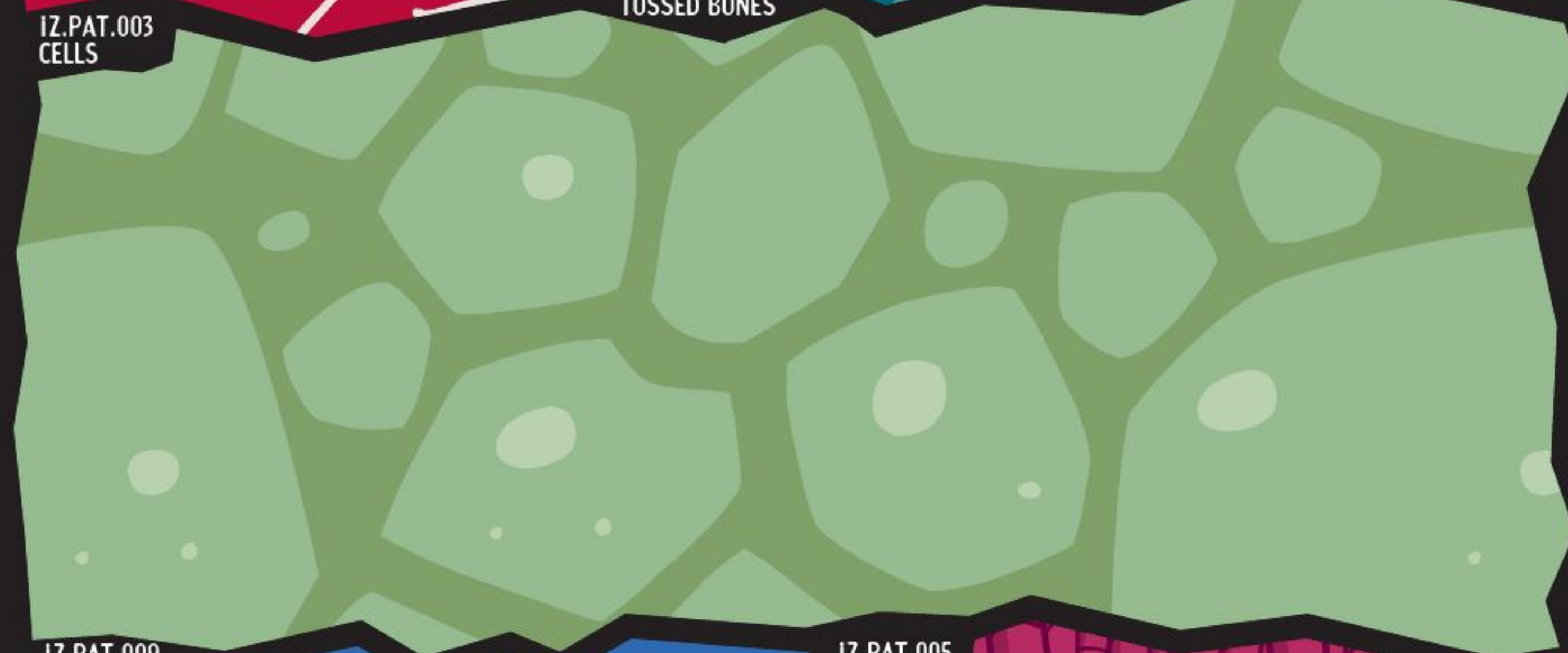


IZ.PAT.002  
BONES



IZ.PAT.001  
TOSSED BONES

IZ.PAT.003  
CELLS



IZ.PAT.009  
SAUCERS



IZ.PAT.005  
HOSES



# PATTERNS



IZ.PAT.006  
SKULLS

IZ.PAT.008  
LIVINGROOM

IZ.PAT.007  
TOSSED SKULLS

IZ.PAT.004  
TOSSED CLOUDS





IZ.PROP.001



IZ.PROP.002



IZ.PROP.003



IZ.PROP.004



IZ.PROP.005



IZ.PROP.006



IZ.PROP.007



IZ.PROP.008



IZ.PROP.009B



IZ.PROP.009A



IZ.PROP.010

IZ.PROP.009C



IZ.PROP.011

IZ.PROP.012



# ZIM'S ARSENAL OF PROPS





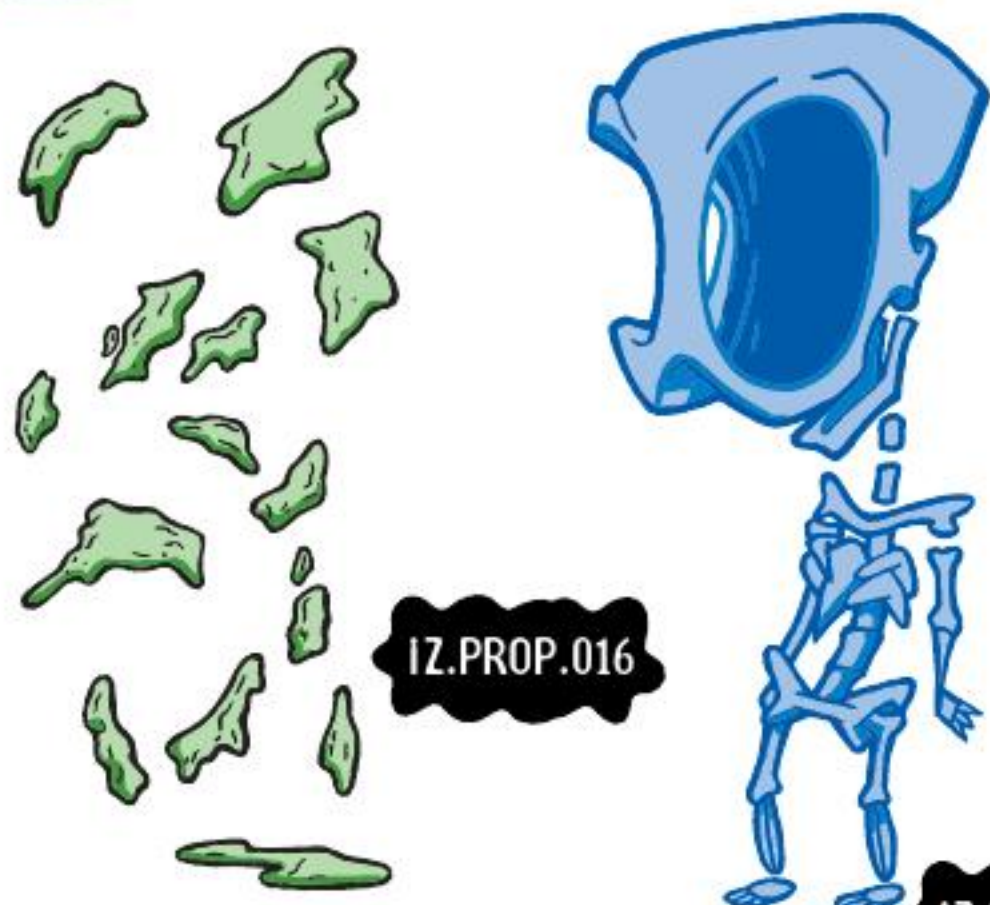
IZ.PROP.013



IZ.PROP.014

IZ.PROP.015A

IZ.PROP.015B



IZ.PROP.016

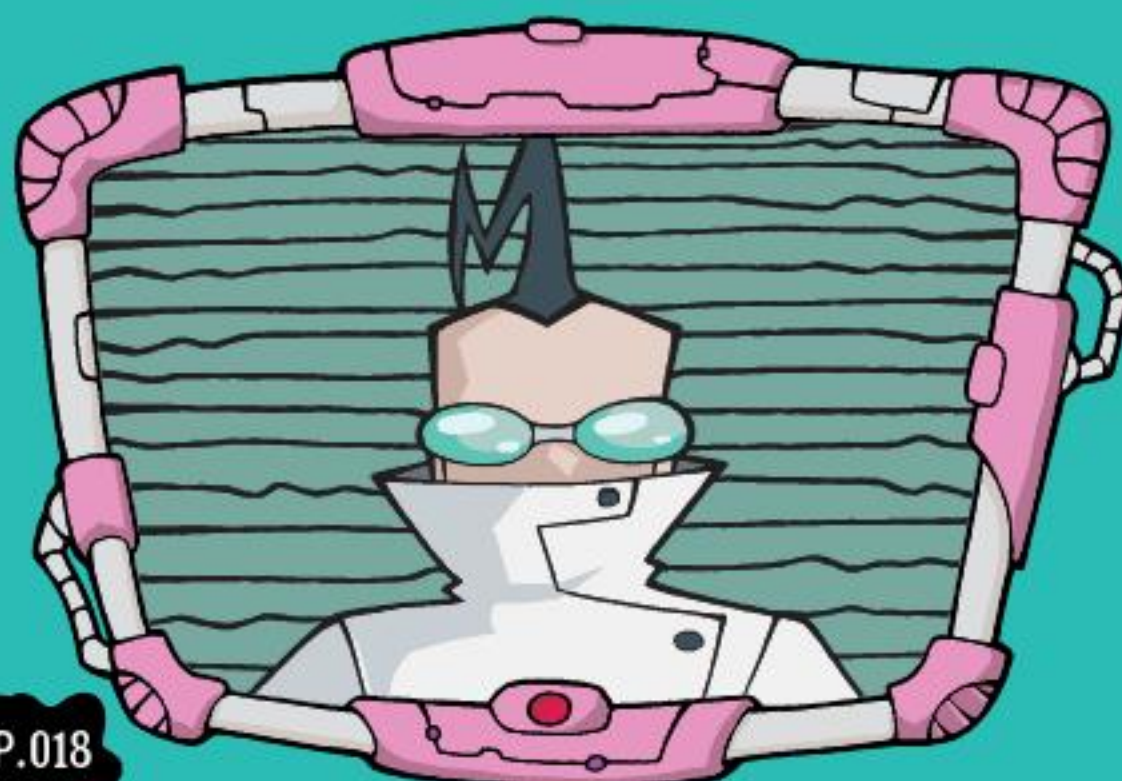
IZ.PROP.017



IZ.PROP.020



IZ.PROP.021



IZ.PROP.018



IZ.PROP.019



IZ.PROP.022



# ZIM FONT LIBRARY

Earth-Shattering Headlines

**INVADER**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

**FLYER FONTS** (Venice: [www.houseind.com](http://www.houseind.com))

ABCDEFGHIJKLMNOPQRSTUVWXYZ

**HOUSE 3009** (Spaceage family: [www.houseind.com](http://www.houseind.com))

ABCDEFGHIJKLMNOPQRSTUVWXYZ

**VULGAR DISPLAY OF POWER**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890!

**Crackhouse** ([www.houseind.com](http://www.houseind.com))

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyzî234567890!@#&()?

Visit the web sites above for free downloads and font purchasing information. Invader, Vulgar Display of Power and IRKEN DOOM are on the ZIM Toolkit disk, and are yours for FREE!



## IRKEN DOOM

†#5&1C/△[r-7J7YIYV7  
30L-2[hXvFz//“\c=3-1h5

### IRKEN DOOM FONT FACTS:

- IRKEN DOOM has 18 distinct characters that look like ancient mystical runes.
- There is NO punctuation in IRKEN DOOM. Punctuation is seen as inferior and unnecessary.
- IRKEN DOOM doubles as a secret code. All INVADERS know and use the code.

### Secondary Headlines

*Sand* (included in the system fonts of Apple computers)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890!@#\$%&()?

*Amoebia Sans* (fonthaus.com)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890!@#\$%&()?

*Amoebia Drop* (fonthaus.com)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890!@#\$%&()?

### Body Copy

*Verdana Regular* (microsoft.com)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890!@#\$%&()?

*Verdana Bold* (microsoft.com)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890!@#\$%&()?



# INVADER ZIM LOGOS

FULL COLOR LOGO



IZ\_logo\_4c.eps

FULL COLOR GROUP LOGO



IZ\_logo\_char\_4c.eps



## 5 SPOT-COLOR LOGO



IZ\_logo\_spot.eps



## BLACK AND WHITE LOGO



IZ\_logo\_bw.eps

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# THE ULTIMATE CREATIVE STRATEGY FOR WORLD PRODUCT DOMINATION

The primary  
targets for executing  
INVADER ZIM products  
and promotional  
materials are:

Dark, sci-fi  
goth inspired  
design

Offbeat humor

Sci-Fi

strong  
graphics

## Offbeat, "twisted" humor

Though based in science fiction, INVADER ZIM is essentially a dark comedy. It's ZIM's deadly serious attempts to infiltrate Earth's society to pave the way for the IRKEN invasion that provide the series' humor. At once self-glorifying and paranoid, ZIM fails repeatedly to see his plans for the Earth's demise realized. Yet he's incapable of acknowledging his own failure: rather, ZIM interprets his most inept actions as evidence of his own genius.

Equally clueless is ZIM's doggy-disguised robot, GIR. With the attention span of a fly (read: short), GIR's silliness provides comedic contrast to ZIM's intensity. Add Dib, a boy obsessed with the paranormal and outing ZIM as the threat to earth that he is... Gaz, Dib's ill-tempered sister... their madly busy father... and a world of humans blind to logic and you've got a rich, character-based comedy.

### WORDS TO INSPIRE BRILLIANCE:

- |              |              |                |                |              |
|--------------|--------------|----------------|----------------|--------------|
| • Sci-fi     | • Mayhem     | • Domination   | • Otherworldly | • Alien      |
| • Paranormal | • Superior   | • Supernatural | • Paranoid     | • Technology |
| • Mysterious | • Unexpected | • Misguided    | • Scientific   | • Twisted    |
| • Foreboding | • Absurd     | • Malformed    | • Bold         | • Hilarious  |
| • Conquer    | • Spooky     | • Menacing     | • Alternate    | • Obsessive  |
| • Ingenious  | • Creepy     | • Dark         | • Hopeless     |              |
| • Evil       | • Warped     | • Sinister     | • Underground  |              |
| • Grim       | • Doom       | • Grotesque    | • Ominous      |              |





## Dark, sci-fi, goth-inspired design

The show's sci-fi and paranormal elements allow for a host of new worlds - beautiful, horrific, cool, disturbing - where our characters can play out their action. No two episodes look alike, with ZIM and Dib constantly introducing elements from their respective worlds- the technological and the paranormal. The uniquely intricate look of the show is as much its trademark as the humor.

Unlike most television animation, ZIM tends to use a dark palette, dominated by purples and black... and strategically broken by magentas and glowing greens to accentuate areas and create contrast. Using the creator's own comic books as a base, the show design is at once sophisticated and silly, gorgeous and spooky, and twisted – psychologically and physically - creating an atmosphere defined by jagged lines and bent architecture. It's a high-tech funhouse!

## Strong, simple iconic graphics

The show's graphics should be simple and direct. Dramatic, cinematic composition and iconic imagery are key. There are detailed areas, although the overall composition should contain few extraneous elements. Make images bold, and clean, with the show's underlying theme of doom present in most frames. ZIM and Dib can be portrayed as villains to one another, and heroes to themselves.

“Invaders need no one.”



# FURTHER STRATEGIES FOR WORLD PRODUCT DOMINATION

## Interesting Notes... of Interest

- IRKENS spell their name in all caps, so ZIM & GIR are always spelled that way.
- Though they are the children of Professor Membrane, Dib and Gaz's last name is not Membrane. No one knows what it is.
- When in Skool, or otherwise around humans, ZIM (and GIR) should be in their disguises - complete with pompadour and dog suit.
- Some things are purposefully vague, such as the grade of ZIM and Dib's classroom. Ages are generally unknown.
- IRKENS convert planets, so ZIM doesn't want to destroy Earth. He only wants to destroy its inhabitants to prepare it for conversion. ZIM will even defend Earth in the event that his mission is threatened. Only ZIM can destroy mankind.

### PRODUCT INFILTRATION COMPONENTS:

(Translation: make sure INVADER ZIM products incorporate the following attributes):

- Sci-Fi
- Humorous
- Surprising
- Unexpected
- Dark
- Twisted
- Bold
- Graphic
- Mysterious
- Technological

### THINGS TO AVOID

(lest you suffer the consequences):

- Pop culture references or catch phrases of any sort.
- Current, "hip" language, unless it is a joke.
- Reference or use of retro sci-fi elements (no kitsch or cheesy parodies).
- Direct parody.



# INVADER ZIM'S Words of Brilliance:

"DOOM!"  
"DOOM!"  
"DOOM!"

"I AM ZIM!"

"I am a perfectly normal human worm baby."

"Invaders need no one."

"Who among you feels they are worthy enough to be my BEST FRIEND?"

"Meats of evil."

"Ingenious!"

"Prepare for some  
**DOOM!**"

"Mind your business, bus-slave"

"LOOK OUT for your  
**BLOOD!**"





### APPROVAL PROCEDURE:

- Any usage of the Invader Zim characters' names or likenesses must be approved in writing in advance of use. Approval is based on character design that (a) follows models and colors, (b) uses correct relationships between characters, (c) is appropriately integrated with products and advertisements, and (d) uses the correct typefaces. All information is, like, somewhere in this guide. If you can't find it, ask us.

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"This place is  
just begging to  
be destroyed!"

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Tim Blankley - Creative Director  
Deborah Bart - Studio Director  
Manny Galan - Character Art Director  
Ira Rosenberg - Sr. Designer  
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Dawn Paolini - Designer  
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Gregg Schigiel - Illustrator  
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Elise Rouse - Production Manager  
Oona Stern - Production Designer  
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Mary Harrington - Executive Producer  
Rob Hummel - Story Editor  
Bryan Konietzko - Art Director  
Aaron Alexovich - Character Designer  
Eric Brown - Prop Designer  
Jean-Paul Bondy - Color Director  
Anna Henry - Models Coordinator

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"Let's go to  
my room, pig!"

